

## STAFF REPORT

To: Finance Committee Date: February 11, 2010  
From: Roderick Simmons, Director, Parks, Recreation & Cultural Arts  
Prepared by: Diane Ruggiero, Superintendent of Cultural Arts  
Subject: In-Kind Outdoor Special Event Support for FY10/11

Summary Statement: Approving the attached list of events for in-kind support for outdoor special events in Asheville valued at **\$114,295.40 for anchor events** and **\$26,032 for non-anchor events** for a total of \$140,327.00 of in-kind support for outdoor special events from July 1, 2010 – June 30, 2011.

Review: The City of Asheville provides in-kind support for events that benefit local non-profit organizations and enhance the community with public events, parades, and festivals.

During the recent RFP process, 33 organizations met the eligibility requirements for in-kind outdoor special event support from the City of Asheville for a total of 113 events from July 1, 2010 – June 30, 2011.

Six events are considered **Anchor Events** based upon the historical tradition, economic impact, and uniqueness of the event. In-kind support for anchor events includes lost revenue items from permit waivers (i.e. park usage permits, building/fire safety permits, electrical) and direct support services (i.e. police support, sanitation, public works). In-kind support does not include cash or equipment (tents, tables, chairs, etc.).

27 events met the criteria for in-kind support for **Non-Anchor Events**. Support for non-anchor events includes only lost revenue from permit fee waivers.

This does not support a specific goal, objective, or action item with City Council Strategic Operating Plan. This does support the current Parks, Recreation, Cultural Arts and Greenways Master Plan by making organizations aware of the value of their support from the City and by providing clear criteria for support.

### Pros:

- Events stimulate the local economy.
- Helps local organizations raise money.
- Provides additional quality cultural programming and diversity.
- Expands and enhances special events and festivals in Asheville.

### Cons:

- Events put a strain on City resources such as Police, Fire, Sanitation, Park Maintenance, etc.
- Lost revenue from permit fee waivers.
- Events contribute to decline on infrastructure such as parks.
- Some events close streets.

Fiscal Impact: \$114,295.40 for anchor events and \$26,032 for non-anchor events for a total of \$140,327.00 of lost revenue and direct support between July 1, 2010 – June 30, 2011.

Recommendation: Staff recommends that the Finance Committee approve the attached list of in-kind events be brought to City Council for consideration based the available budget for FY10/11.

### Attachments:

- (1) List of in-kind events for FY10/11